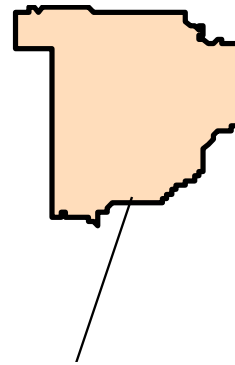
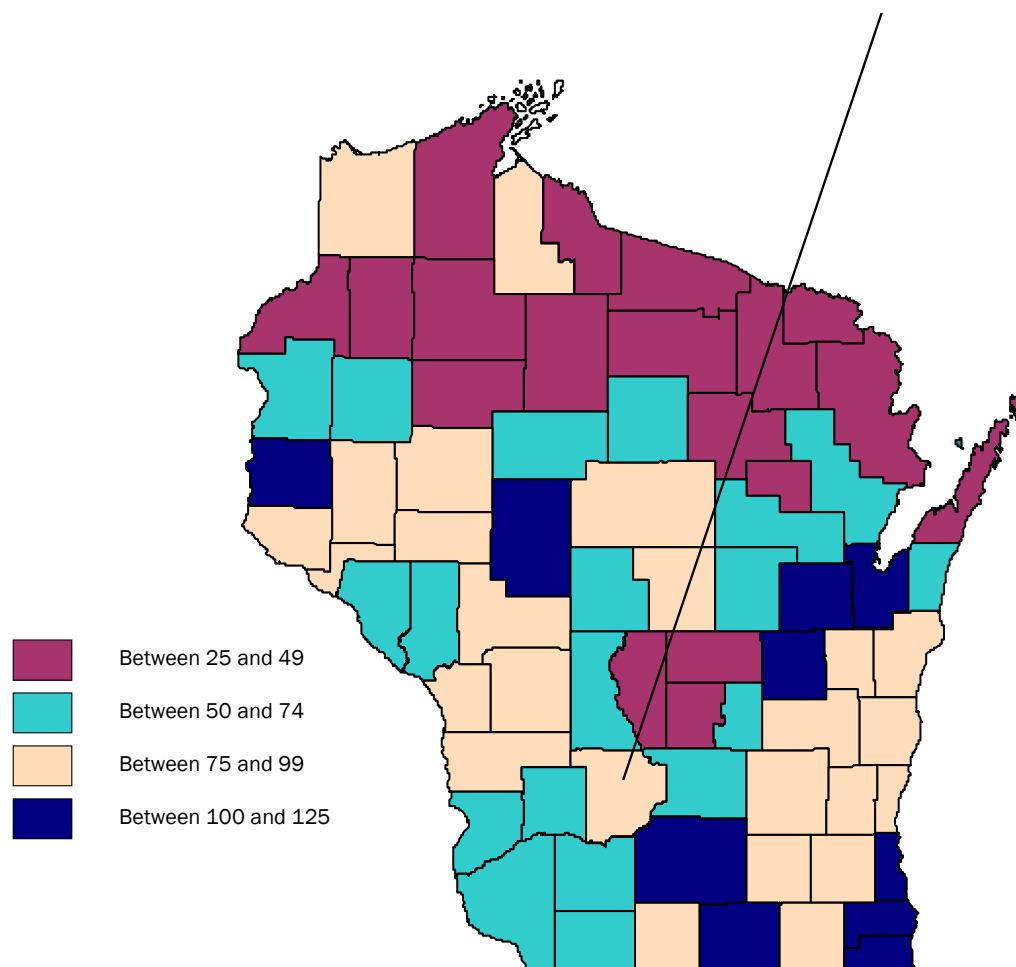


Sauk County Workforce Profile



**The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025**



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Sauk County added roughly 3,370 people or 6.1 percent to its population between the April 2000 Census and the January 2004 population estimates. Together, the City of Reedsburg, Lake Delton, and the City

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,704	5,532,000	168,296	3.1%
Sauk County	55,225	58,595	3,370	6.1%
Largest Municipalities				
Baraboo, City	10,711	11,188	477	4.5%
Reedsburg, City	7,827	8,573	746	9.5%
Prairie du Sac, Village	3,231	3,463	232	7.2%
Sauk City, Village	3,109	3,211	102	3.3%
Lake Delton, Village	1,982	2,599	617	31.1%
Delton, Town	2,024	2,145	121	6.0%
Baraboo, Town	1,828	1,902	74	4.0%
Spring Green, Town	1,585	1,719	134	8.5%
Excelsior, Town	1,410	1,499	89	6.3%
Spring Green, Village	1,444	1,463	19	1.3%

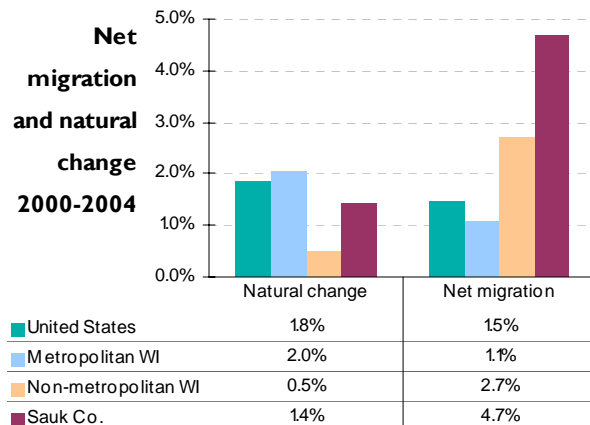
Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

of Baraboo accounted for 38 percent of the county's population and 55 percent of its population growth.

The character of the county's population growth merits closer examination. The rate of natural change ((births minus deaths) ÷ original population) was faster in the county than in non-metropolitan Wisconsin, but slower than in metropolitan Wisconsin or the nation. It was net migration (people moving in minus people moving out) that allowed Sauk County to grow quickly. Wisconsin demographers expect Sauk's natural growth to be 1,061 from 2000 to 2005. For the 2025-2030 period, projected natural growth is 689 (35% less).

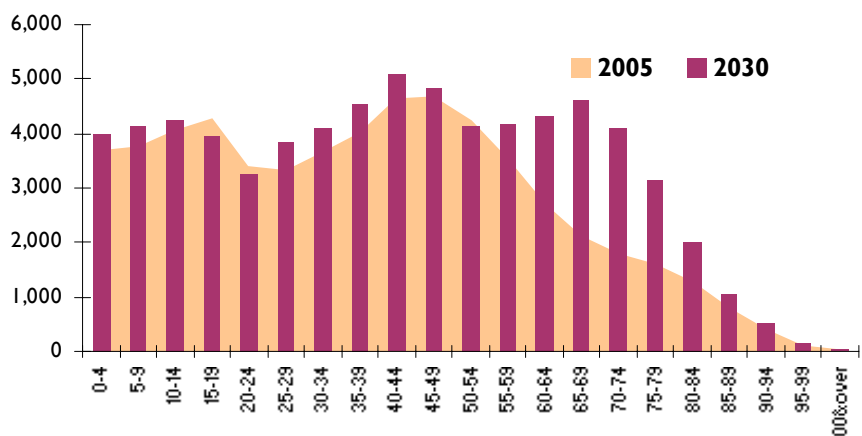
The graph to the right contrasts the age demographics of 2005 (the lighter area) with the age demographics projected for 2030 (the darker bars). Every

age group under 60 is projected to be a smaller share of the population in 2030 than in 2005. The 60-and-over group will grow from 10,814 people (19% of total population) to 19,944 people (28% of total population). The overall population will grow about 21 percent while the 60-and-over population grows 84 percent. In the year 2005, Sauk County will have 123 residents aged 25 to 29 for every 100 residents aged 60 to 64; by 2030 that number will fall to 89. In 2005, projections suggest that 12,084 county residents will be aged 5 to 19 (approximately school ages). By 2030, this number will grow by just 2 percent to 12,329. Together these trends could generate pressure to change funding or spending for social services or education. Such changes could affect the number of qualified workers available.



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Sauk County



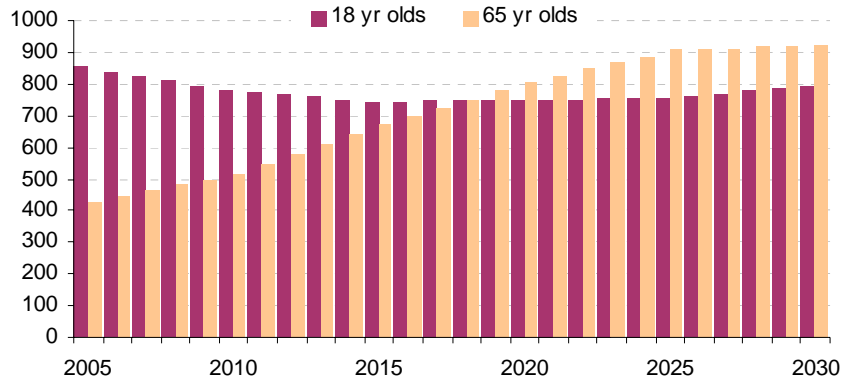
Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

The graph to the right shows how many people will turn 18 each year and how many people will turn 65 each year. Some workers will start their careers later than the age of 18 and some will leave the labor market before reaching 65, but these can be rough proxies for people entering the labor market and people leaving the labor market. Between 2005 and 2030, the number of residents turning 18 each year falls slightly from 854 to 791; meanwhile the number of residents turning 65 each year grows from 426 to 921. This has serious implications for any establishment whose customer base or employee pool includes significant numbers of baby boomers.

The baby boom (1946 to 1964) was dominated by white, non-Hispanic children. Subsequent increases in national birth rates relied heavily on Hispanic and non-white parents. The graph below shows that even compared to homogeneous Wisconsin, Sauk County lacks the robust diversity that can help drive labor force growth. For reasons beyond the scope of this profile, the labor force participation rate (the frequency with which people work and look for work) tends to be higher among Hispanic and non-white populations than it is among white non-Hispanic populations.

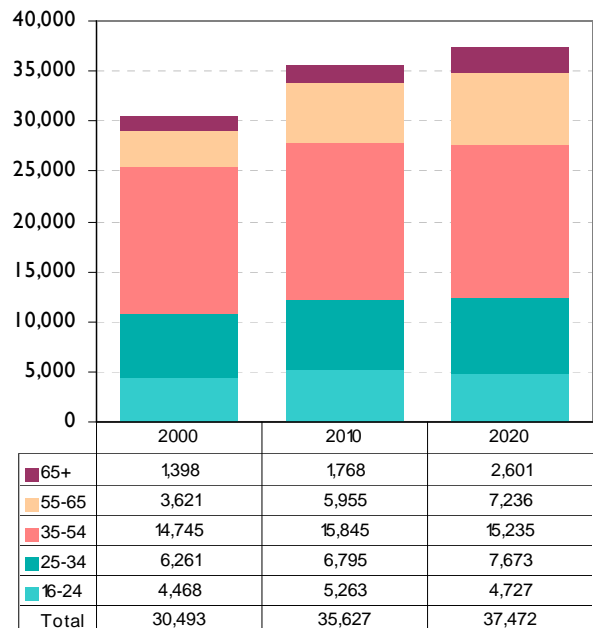
Convergence of 18 & 65 year old population in Sauk County



Source: WI Dept. of Administration, Demographic Services

Below, the Labor Force Projections by Age graph is based on current participation in Sauk County with adjustments in each age group based on national projections. Older cohorts are more white and non-Hispanic, so their participation rates may be below national levels. From 1990 to 2000, the labor force grew almost 36 percent. Between 2000 and 2010, it will grow about 17 percent. In the following decade (2010 to 2020) it will grow only 5 percent. Even changes much milder than predicted could constrain job growth.

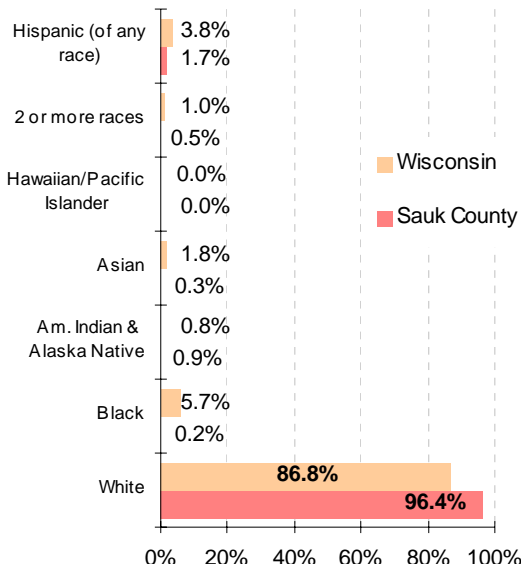
Sauk County Labor Force Projections by Age



Decade change	35.8%	16.8%	5.2%
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Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution

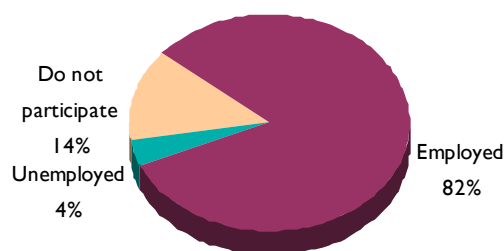


Source: U.S. Census Population Characteristics Estimates, 2002

Current Labor Force

The participation rate is the share of the 16-and-over population that works or seeks work. In 2003, Wisconsin's participation rate (72.9%) was higher than the nation's (66.3%) and Sauk County's was higher still (86%). Unemployed residents constituted a relatively low share of the 16-and-over population (4%). As baby-boomers leave the labor force they will increase

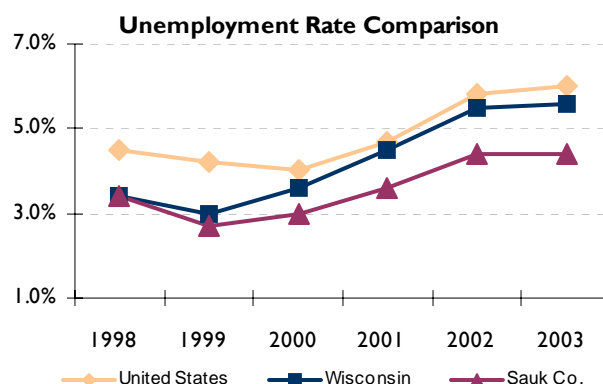
Labor force participation in Sauk County



Source: DWD, Office of Economic Advisors, July 2004

the non-participating share of the population. It is not clear where employers will find workers to replace them. The pool of unemployed is not exceptionally large and the non-participants include at-home parents and students investing in the future labor force.

The unemployment rate graph below shows that Sauk County's rates have not risen as fast or as high as Wisconsin's. The county saw more encouraging rates in the second half of 2003 than it had seen in the first half of 2003, but 2004 has been more erratic.



Sauk County Civilian Labor Force Data

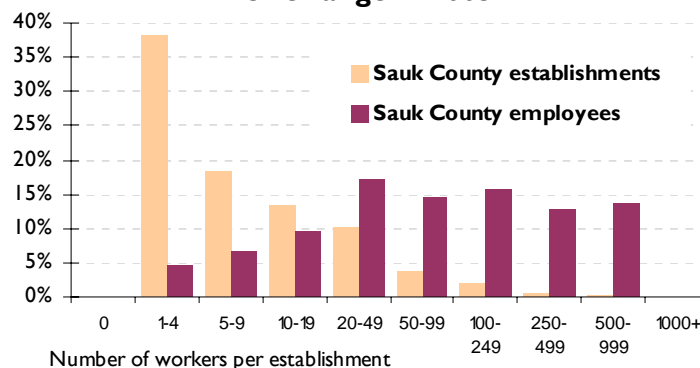
	1998	1999	2000	2001	2002	2003
Labor Force	33,683	33,658	35,451	36,832	36,383	37,554
Employed	32,543	32,739	34,387	35,514	34,788	35,883
Unemployed	1,140	919	1,064	1,318	1,595	1,671
Unemployment Rate	3.4%	2.7%	3.0%	3.6%	4.4%	4.4%

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Establishments by Size

Roughly 1,838 establishments reported operations in Sauk County and 1,041 of them reported 9 or fewer employees. The lighter set of bars in the graph shows that the 1-4 employee size class and the 5-9 employee size class together account for nearly 57 percent of the reporting establishments. Meanwhile, approximately 30 percent of establishments belong in the six size classes between 10 employees and 999 employees. This contrasts sharply with the darker set of bars, which shows that less than 12 percent of the jobs were with establishments in the 1-4 and 5-9 employee size classes, and about 74 percent of jobs were with establishments in the five size classes between 20 employees and 999 employees.

Share of establishments & employers in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industries & employers by size

Listed in the upper table on this page, Sauk County's 10 largest industry groups provide roughly 47 percent of the jobs in the county. Plastic manufacturers increased employment between March 2003 and March 2004, but subsequent price increases in natural gas and petroleum pose challenges for the industry. The top 2 industries are closely tied to leisure and hospitality.

In the middle of the page, the list of Sauk County's 10 largest employers does not include Ho Chunk Casino, Hotel and Convention Center because its jobs are reported in another county even though they are located in Sauk County. The pie chart shows that roughly 24 percent of the jobs in the county are with the 10 largest employers and Ho Chunk would raise the ratio further.

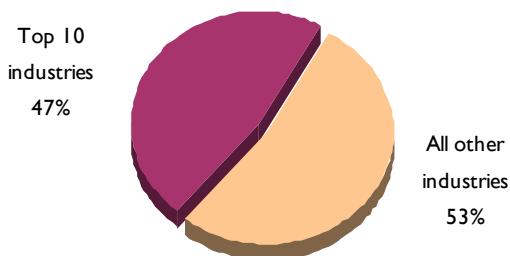
Top 10 Industries in Sauk County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Accommodation	53	2,785	337	1,321
Food services & drinking places	142	2,739	-2	464
Educational services	12	1,909	-26	90
Plastics & rubber products manufacturing	8	1,466	151	-25
Nonstore retailers	suppressed	suppressed	not avail.	not avail.
Hospitals	3	1,172	-9	111
Fabricated metal product manufacturing	21	1,168	15	452
Executive, legislative, & gen government	34	1,162	32	70
Ambulatory health care services	60	1,093	35	132
Nonmetallic mineral product mfg	suppressed	suppressed	not avail.	not avail.

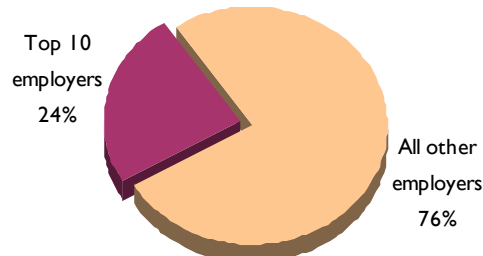
Top 10 Employers in Sauk County

Establishment	Product or Service	Size (Dec. 2003)
Land's End Inc.	Mail-order houses	Over 999 employees
Cardinal IG	Flat glass manufacturing	500-999 employees
Grede Foundries Inc.	Iron foundries	500-999 employees
Wal-Mart Associates Inc.	Discount department stores	500-999 employees
County of Sauk	Executive and legislative offices, combined	500-999 employees
Sysco Food Services of Baraboo	General line grocery merchant wholesalers	500-999 employees
Kalahari Resort & Convention Center	Hotels and motels, except casino hotels	500-999 employees
Flambeau Plastic Co.	Plastic product manufacturing	500-999 employees
St. Clare Hospital & Care Center	Hospital and nursing facility	500-999 employees
Baraboo Public School	Elementary and secondary schools	500-999 employees

Share of jobs in top 10 industries in Sauk County

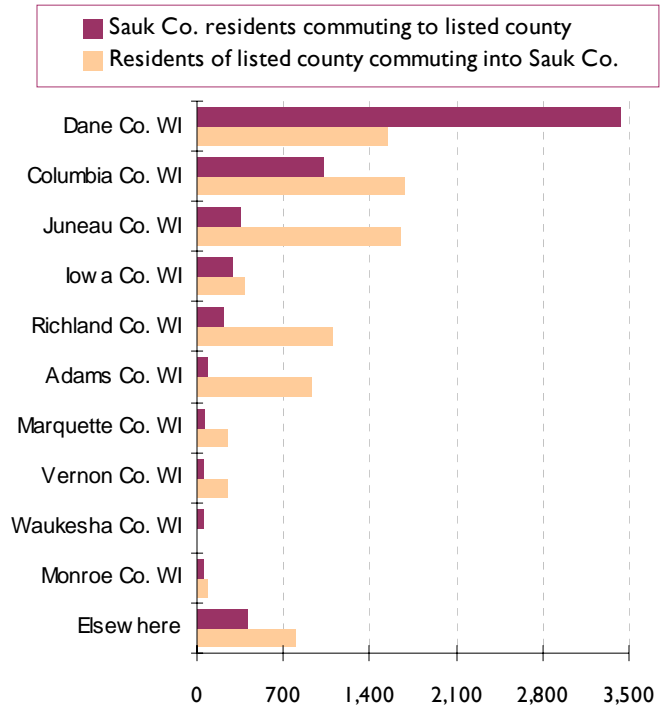


Share of Sauk County jobs with top 10 employers



Commuting

The 2000 Census reported that approximately 5,973 Sauk County residents worked outside the county (about 21 percent of working residents). At the same time, roughly 8,681 workers from other counties commuted in (filling about 28 percent of the jobs located in the county). Roughly 63 percent of Sauk County's working residents traveled less than 20 minutes for work. The darker set of bars in the graph to the right shows that Sauk County sends far more workers to Dane County than to other counties. With a low unemployment rate, a large number of jobs and concentrations in sectors such as education and health, professional and business services, and financial activities, Dane County lures workers from several neighbors. Manufacturing and trade, transportation and utilities may draw workers into Sauk County. The Sauk County Economic Development Corporation estimates that in the summer, up to 30% of the Wisconsin Dells workforce comes from abroad. This raises housing and wage growth issues, but most of it probably was not captured by the April 2000 Census.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right lists some of the occupations with the greatest estimated employment in the Sauk County area. The range bracketed by the 25th percentile wage and the 75th percentile wage might be called a typical wage range because a quarter of the occupation's workers earn less, a quarter earn more and about half earn a wage somewhere in the range.

Those occupations requiring less training and education tend to see lower wages and narrower wage ranges (e.g. cashiers and waiters/waitresses). These factors contribute to turnover. Many well-paid technical or professional positions congregate around groups of economic hubs such as headquarters and major operational centers. Less metropolitan areas tend to see less white collar work and more general labor, as the table indicates.

Occupation title	Hourly Wages			
	Mean	Percentile 25 th	Percentile 50 th	Percentile 75 th
Comb. food prep. & serving workers (fast food)	\$7.13	\$6.23	\$7.11	\$8.09
Cashiers	\$8.13	\$7.14	\$8.03	\$9.08
Team assemblers	\$11.67	\$9.88	\$11.10	\$13.49
Retail salespersons	\$10.37	\$7.50	\$8.80	\$11.62
Laborers & freight, stock, & material movers, hand	\$10.83	\$9.61	\$10.75	\$12.41
Waiters & waitresses	\$6.51	\$5.87	\$6.35	\$6.86
Office clerks, general	\$10.51	\$8.42	\$10.11	\$12.34
Carpenters	\$16.43	\$14.27	\$16.09	\$18.24
Industrial truck & tractor operators	\$11.70	\$10.09	\$11.21	\$13.09
Truck drivers, heavy & tractor-trailer	\$16.83	\$13.62	\$16.97	\$19.81
Bookkeeping, accounting, & auditing clerks	\$12.44	\$10.02	\$11.67	\$14.44
Janitors & cleaners, except maids & hskpg. cleaners	\$9.51	\$7.73	\$9.25	\$11.00
Secretaries, except legal, medical, & executive	\$11.83	\$10.25	\$11.86	\$13.40
Registered nurses	\$23.32	\$19.99	\$23.06	\$26.37
Middle school teachers, except special & voc. ed.	-	-	-	-
1st-line suprvs/mgrs. of office & admin. support	\$18.86	\$15.29	\$17.95	\$21.97
Nursing aides, orderlies, & attendants	\$9.71	\$8.43	\$9.35	\$10.82
General & operations managers	\$33.52	\$21.46	\$31.59	\$39.60
Sec. school teachers, except special & voc. ed.	-	-	-	-
Maids & hskpg. cleaners	\$8.35	\$7.41	\$8.14	\$9.22

Sauk County is part of an area which includes Columbia, Green, Iowa and Sauk counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

Overall, Sauk County establishments reported paying nearly 80 percent of the statewide all-industries average wage. The table to the right shows that the leisure and hospitality sector's average wage (\$13,528) was lower than any other sector's wage and that the statewide average wage for that sector (\$12,002) was even lower. The table below shows that average annual employment was higher in leisure and hospitality than any other sector except trade, transportation and utilities. Moreover, leisure and hospitality added more jobs in 2003 than any other sector.

With the second-highest average annual wage and the third-highest average annual employment, the manufacturing sector contributes over \$226 million to the total payroll reported by establishments in Sauk County. Accounting for 19 percent of the jobs and 25 percent of the total payroll, manufacturing remains an important part of the local economy despite challenges faced in recent years.

Average Annual Wage by Industry Division in 2003

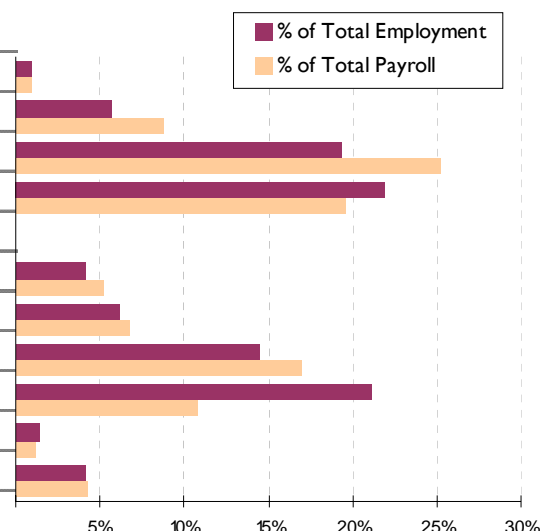
	Average Annual Wage		Percent of	1-year
	Wisconsin	Sauk County	Wisconsin	% change
All Industries	\$ 33,423	\$ 26,537	79.4%	1.8%
Natural resources	\$ 25,723	\$ 28,148	109.4%	-2.0%
Construction	\$ 40,228	\$ 41,145	102.3%	2.2%
Manufacturing	\$ 42,013	\$ 34,599	82.4%	2.2%
Trade, Transportation, Utilities	\$ 28,896	\$ 23,647	81.8%	-3.3%
Information	\$ 39,175	suppressed	Not avail	Not avail.
Financial activities	\$ 42,946	\$ 32,883	76.6%	9.8%
Professional & Business Services	\$ 38,076	\$ 28,844	75.8%	1.4%
Education & Health	\$ 35,045	\$ 30,912	88.2%	2.7%
Leisure & Hospitality	\$ 12,002	\$ 13,528	112.7%	2.0%
Other services	\$ 19,710	\$ 21,033	106.7%	10.8%
Public Administration	\$ 35,689	\$ 27,287	76.5%	6.4%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

The average annual wage in trade, transportation and utilities (\$23,647) masks differences between wages in its component segments: utilities (\$50,780), wholesale trade (\$45,116), transportation and warehousing (\$29,682), and retail trade (\$18,105). About 73 percent of the trade, transportation and utilities jobs are in retail trade, which is higher than 2002 or 2001, while the wholesale and transportation and warehousing segments are both a smaller share than in 2002 or 2001.

2003 Employment and Wage Distribution by Industry in Sauk County

	Employment		Total	
	Annual average	1-year change	Payroll	
Natural Resources	310	-173	\$ 8,725,883	
Construction	1,914	57	\$ 78,750,809	
Manufacturing	6,539	11	\$ 226,243,834	
Trade, Transportation, Utilities	7,429	-164	\$ 175,671,285	
Information	suppressed	suppressed	suppressed	
Financial Activities	1,408	61	\$ 46,299,825	
Professional & Business Services	2,101	-14	\$ 60,600,967	
Education & Health	4,904	96	\$ 151,590,219	
Leisure & Hospitality	7,119	493	\$ 96,308,721	
Other services	486	-26	\$ 10,222,006	
Public Administration	1,396	-4	\$ 38,092,490	
Not assigned	0	0	0	
All Industries	33,788	337	\$896,648,136	



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

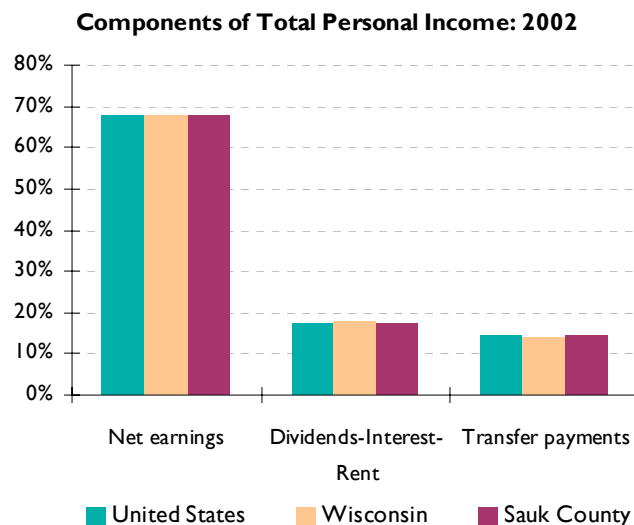
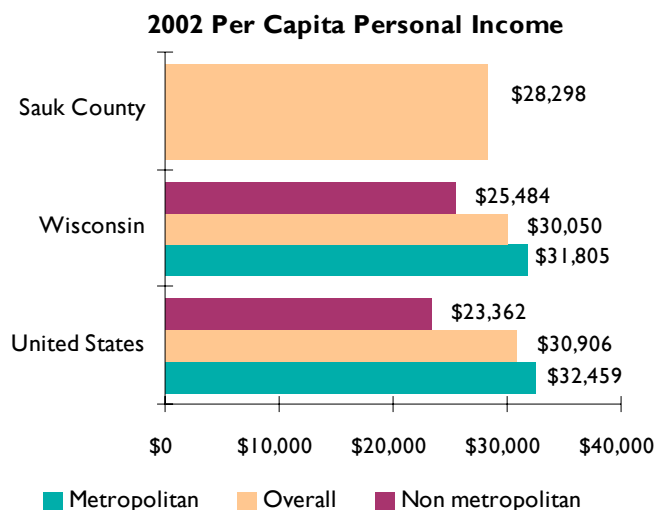
Per Capita Personal Income

In 2002, Sauk County's per capita personal income (\$28,298) remained above non-metropolitan Wisconsin's PCPI (\$25,484) and the national non-metropolitan PCPI (\$23,362). Between 1997 and 2002, Sauk County's PCPI growth (26.4%) exceeded Wisconsin's (22.6%) and the nation's (22.0%). Sauk County's PCPI has been 9 percent to 11 percent above non-metropolitan Wisconsin's for much of the last 15 years. In 2001, inflation outpaced Wisconsin's PCPI growth and the nation's PCPI growth.

Growth in PCPI relates to demographic shifts discussed on pages 1-2. As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments are not likely to grow as fast as net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow.

Per Capita Personal Income							Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Sauk County	\$22,395	\$24,087	\$24,986	\$26,348	\$27,465	\$28,298	3.0%	26.4%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Sauk County	\$25,102	\$26,584	\$26,981	\$27,526	\$27,899	\$28,298	1.4%	12.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income (TPI) - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, toand income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.